

## CLAIMS

1. A broadcast data communication method comprising:
  - a transmission step of transmitting broadcast notification information containing a broadcast notification information identifier by a server;
  - a receiving step of receiving of the broadcast notification information by a terminal;
  - a transmission step of transmitting receivable notification information for the broadcast data from the terminal to the server based on the broadcast communication information;
  - a transmission step of transmitting broadcast data based on the receivable notification information by the server;
  - a receiving step of receiving the broadcast data by the terminal; and
  - an ending step of saving the broadcast notification information identifier of the broadcast notification information, and ending reception of broadcast notification information containing a broadcast notification information identifier that is the same as the saved broadcast notification information identifier by the terminal.
2. The broadcast data communication method according to claim 1, wherein the broadcast notification information identifier is a broadcast notification

information identifier uniquely specifying broadcast program information.

3. The broadcast data communication method according to claim 1, wherein the broadcast notification information identifier is a broadcast notification information identifier uniquely specifying broadcast program information that receives and plays back the broadcast data.

10

4. The broadcast data communication method according to claim 1, wherein the broadcast notification information identifier is a service identifier for uniquely specifying a broadcast program group comprised of one or more items of broadcast program information.

5. A broadcast data receiving terminal comprising:  
a communication section that receives broadcast communication information containing a broadcast notification information identifier and broadcast data, and transmits receivable notification information for the broadcast data;

a saving section that saves a broadcast notification information identifier for the broadcast notification information; and

a reception ending section that ends reception of broadcast notification information containing a

broadcast notification information identifier that is the same as the broadcast notification information identifier saved in the saving section.

- 5     6.     The broadcast data receiving terminal according to claim 5, wherein the reception ending section ends reception of the broadcast notification information and does not send receivable information for the broadcast data.

10

7.     A data transmission server comprising:

        an identifier addition section that adds a broadcast notification information identifier to broadcast notification information;

- 15          a broadcast notification information transmission section that transmits the broadcast notification information;

- a receiving section that receives receivable notification information for the broadcast data based  
20     on the broadcast notification information;

        an analysis section that analyzes the receivable notification information; and

- a broadcast data transmission section that transmits broadcast data corresponding to the receivable  
25     notification information.